

DRUM UP SPRING SALES WITH WINCHESTER®



Spring Turkey Season is right around the corner. And that, as any self-respecting sportsman knows, is the first big chance to shake off "cabin fever" by loading up and heading for the woods.

For you, it's the new year's first big opportunity to build store traffic and increase your sales and profit potential. Because, like a gobbler in Spring, your customers are ready, willing and able to come to a good call.

All you have to do to capitalize on this pent-up consumer excitement and move some serious volume is set-up with Winchester.

LET'S TALK TURKEY

Winchester knows turkey hunters. They like success and having the edge in the woods. They'll buy what it takes to bag the big tom. And that means the power and performance of Winchester Double-X™ Turkey Loads.

This Spring, we've designed a Spring Turkey Promotional Package that will get your customers' attention - while increasing your profit potential through increased sales of Winchester Double-X Magnum Turkey Loads.

The Winchester Double-X Magnum Limited Edition Turkey Call

Winchester has teamed up with Ray Eye, one of America's most popular and respected turkey callers and hunters, to create the "Winchester Limited Edition Double-X Magnum" turkey call. This custom-designed call will give your customers the edge they're looking for come opening day.

The offer is simple: Customers who buy two (2) boxes of Winchester 10 Round or one (1) 25 Round box of Double-X Magnum Shotshells are eligible to receive the Winchester Turkey Call. Your customers must submit the provided coupon along with proof-of-purchase (UPC code) and the original cash register receipt.

